

ITEM # 38₍₄₎

ADDITIONAL MATERIAL

10:00 a.m. Regular Meeting

FEBRUARY 7, 2017

SUBMITTED AT THE REQUEST OF

**FINANCE and
ADMINISTRATIVE SERVICES
DEPARTMENT**



Finance and Administrative Services Department

PURCHASING DIVISION

115 S. Andrews Avenue, Room 212 • Fort Lauderdale, Florida 33301 • 954-357-6066 • FAX 954-357-8535

MEMORANDUM

February 6, 2017

TO: Board of County Commissioners

THRU: Kevin B. Kelleher, Deputy CFO/Deputy Director,
Finance and Administrative Services Department

A handwritten signature in blue ink, appearing to read "Kelleher", is written over the typed name.

Digitally signed by KEVIN
KELLEHER
Date: 2017.02.06
12:08:02 -05'00'

FROM: Brenda J. Billingsley, Director
Purchasing Division

BRENDA
BILLINGSLEY

Digitally signed by BRENDA
BILLINGSLEY
DN: dc=city, dc=broward, dc=bc,
ou=Organization, ou=BCC, ou=PU
ou=Users, cn=BRENDA BILLINGSLEY
Date: 2017.02.06 11:00:45 -05'00'

SUBJECT: February 7, 2017 - Commission Meeting - Agenda Item No. 38
Negotiations with Worldwide Sports Management Group, LLC., to provide
promotion and management of international cricket events at the Central
Broward Regional Park Stadium - Request for Information (RFI) No.
N2113482F1

Attached is additional information, summarizing the vendor responses to RFI No. N2113482F1.

Attachment

BJB/cm/hmm

c: Bertha Henry, County Administrator
George Tablack, CPA, Chief Financial Officer
Dan West, Director, Parks & Recreation Division
Evan Lukic, County Auditor
Joni Armstrong Coffey, County Attorney

Broward County Board of County Commissioners

Mark D. Bogen • Beam Furr • Steve Geller • Dale V.C. Holness • Chip LaMarca • Nan H. Rich • Tim Ryan • Barbara Sharief • Michael Udine
www.broward.org

Promotion & Management for International Cricket Events RFI No. N2113482F1

Summary of Request for Information Responses and Worldwide Sports Management Group

Summary	CPL US OpCo Limited (Caribbean Premier League)	Cricket Council USA (CCUSA)	Global Sports Ventures (GSV)	Pitch International, LLP (PI)	Worldwide Sports Management Group (WW)
1. Company Profile	CPL is a T20 professional cricket league, which includes six franchise teams. It has been in place since 2013.	Formed in 2001, Cricket Council USA, Inc. (CCUSA), is a professional sports and entertainment management organization that has been at the leading edge of the promotion development and expansion of cricket in the US.	GSV is a registered promoter with USACA (United States of America Cricket Association) and has been pre-sanctioned to conduct cricketing events in the United States.	Pitch is a full-service sports marketing agency with regional offices in USA (and other countries). It has six core service divisions: Event Management, Media Rights, Sponsorship, Live Production & Distribution, Program Production and Film Production. Pitch provides a "turn-key" solution to sports federations, teams, event managers, venues, content aggregators and agencies.	Newly formed entity in November 2016 for this project.
2. Location:	St. Lucia, West Indies and 701 NW 62nd Ave, Suite 450, Miami, FL 33126	6221 W. Atlantic Blvd. Margate, FL 33063	210 E. Street Road, Suite 3B Feasterville, PA 19053	27 Brewhouse Lane Putney Wharf London SW15 2JX US operations: New York	6400 N. Andrews Ave, Suite 490, Fort Lauderdale, FL 33309
3. Website:	http://www.cplt20.com/	http://ccusa.info/	http://www.gsventures.net/index.html	http://pitchinternational.com/	N/A
4. Experience:	CPL runs 34 matches per season across six different countries in 39 days.	CCUSA has organized and managed the annual Cricket U.S. Open, an international tournament with over \$100,000 in prizes and games played at CBRP and other venues throughout Broward County, as well as the annual U.S. National T20 Cricket Tournament.	GSV's affiliate, Royal Sports Club, owns the CPL franchise team, St. Lucia Zouks. GSV's agreement with the CPL allows them the exclusive right to ask for a move to either USA or Canada. GSV has signed a \$70 million licensing rights deal with the USACA to establish a T20 cricket league in US (agreement still in process).	Pitch International's cricket advisory business includes the following clients for commercial and media rights: England & Wales Cricket Board, New Zealand Cricket, Cricket Australia, West Indies Cricket, Cricket Ireland, and International Cricket Council (ICC). Pitch included an example in RFI response of the development and implementation of the Brazil Global Tour, which included 31 soccer matches since 2012.	No previous experience provided for promotion or management of cricket tournaments.

Promotion & Management for International Cricket Events RFI No. N2113482F1

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5. Experience specifically at CBRP:	<p>CPL played six games at CBRP in 2016. CPL added to the infrastructure at the park, bringing in lights, erecting a VIP pavilion and ensuring the wicket was of an international standard.</p> <p>CPL managed all operations – including ticketing, cricket operations, match day operations (including security), ticketing, parking, insurance, permits/ licenses, vendor selection and marketing.</p> <p>There was a team of 15 key people that worked on the delivery of the event.</p>	<p>CCUSA listed 21 events held at CBRP since 2008 (page 4 of RFI response).</p>		<p>US Manager worked as a strategic consultant for CPL for matches held at CBRP in 2016.</p>	
6. Leader/Team Experience:	<p>Pete Russell, COO</p> <p>Four years of management and marketing for cricket tournaments.</p>	<p>Mahammad A. Qureshi, founder and CEO.</p> <p>Eight years of management and operating tournaments at CBRP.</p> <p>RFI response includes organizational chart.</p>	<p>Jignesh Pandya, Chairman. Entrepreneur and founder of Rohan Group of companies and Royal Sports Club (RSC). Sports management experience.</p>	<p>Guy Le Grew, Director of Cricket and Strategic Cricket advisor.</p> <p>Eddie Fitzgibbon, New York-based Cricket Event Manager. Five years with International Cricket Council. Director of Operations for 2015 Cricket All-Stars Tour and 2016 consultant for CPL USA.</p>	<p>Krishna Persaud, President. Operates and manages several businesses in Florida.</p> <p>Proposed cricket leadership team includes former cricketers and local businessman.</p>